

Attachment 226

Cancellation Survey Questionnaire

[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]

Notes to respondents in italics.

[PROGRAMMER: PLACE DEVICE SNIFFER AT BEGINNING OF SURVEY. ASK RESPONDENTS TO RETURN IF NOT ON A QUALIFIED DEVICE. QUALIFIED DEVICES DEFINED IN S10.]

Introduction

Thank you for agreeing to participate in this survey. Please take a few moments to answer our questions.

This survey will take approximately 10 minutes to complete. Please take the survey in one session without interruption. While taking the survey, please answer all questions on your own without consulting any other source of information (including websites, books, or another person).

If you normally wear eyeglasses or contact lenses when viewing a computer screen, please wear them for the survey.

For each question, if you don't know or if you don't have an answer, please don't guess. Just select the "Don't know / not sure" option and click "Next" to proceed.

Your responses will be treated confidentially and will not be used to sell you anything.

[NEXT PAGE]

S1. To confirm that you are a person, please enter the code exactly as it appears in the image below, and then click the "Next" button.

Please do not include any spaces.

[PROGRAMMER: PIPE IN ONE RANDOM CODE. CONFIRM THAT WHAT THE RESPONDENT TYPES MATCHES THE CODE.]

TEXT BOX: _____

[PROGRAMMER: TERMINATE IF THE CODE DOES NOT MATCH AFTER THE THIRD TRY.]

[NEXT PAGE]

First, please answer a few short questions to determine whether you qualify for the survey.

[NEXT PAGE]

Screening Questions

S10. Which type of device are you using to take this survey?

Select only one.

[PROGRAMMER: RANDOMIZE ANSWER OPTIONS EXCEPT 7 ("Other..."). ALLOW ONLY ONE SELECTION. TERMINATE IF RESPONDENT SELECTS 2 ("A tablet..."), 4 ("A smartphone..."), 5 ("A TV-based browser..."), 6 ("An eBook..."), OR 7 ("Other..."). TERMINATE IF DEVICE INFORMATION DOES NOT MATCH DEVICE SNIFFER DATA. ALL OTHERS GO TO S20.]

1. A laptop/notebook computer
2. A tablet (for example, Apple iPad, Samsung Galaxy Tab, Amazon Fire, or similar)
3. A desktop computer
4. A smartphone (for example, Apple iPhone, Google Pixel, Samsung Galaxy, or similar)
5. A TV-based browser or video game console (for example, Apple TV, Microsoft Xbox, Sony PlayStation, or similar)
6. An eBook reading device (for example, Kindle, Kobo, Nook, or similar)
7. Other, please specify: _____

[NEXT PAGE]

S20. Do you, or does any member of your household, currently work for any of the following?

Select all that apply.

[PROGRAMMER: RANDOMIZE ANSWER OPTIONS EXCEPT 7 ("None of the above"). ALLOW MULTIPLE SELECTIONS.]

TERMINATE IF RESPONDENT SELECTS 1 ("A retailer..."), 5 ("An advertising..."), OR 6 ("A market..."). ALL OTHERS GO TO S30.]

1. A retailer (for example, Amazon or Walmart)
2. A brokerage company (for example, Fidelity or Charles Schwab)
3. A car manufacturer (for example, Ford or Toyota)
4. A healthcare company or healthcare provider (for example, Cigna or UnitedHealth Group)
5. An advertising or public relations company, marketing agency, or advertising department of a company
6. A market research firm or a marketing research department of a company
7. None of the above **[SINGLE PUNCH]**

[NEXT PAGE]

S30. Which of the following includes your age?

Select only one.

[PROGRAMMER: DO NOT RANDOMIZE ANSWER OPTIONS. ALLOW ONLY ONE SELECTION. TERMINATE IF RESPONDENT SELECTS 1 ("Under 18") OR 6 ("Prefer not to answer"). TERMINATE IF AGE INFORMATION DOES NOT MATCH PANELIST PROFILE DATA. ALL OTHERS GO TO S40.]

1. Under 18
2. 18 - 34
3. 35 - 49
4. 50 - 64
5. 65 or older
6. Prefer not to answer

[NEXT PAGE]

S40. What is your gender?

Select only one.

[PROGRAMMER: RANDOMIZE ANSWER OPTIONS EXCEPT 3 ("Nonbinary") AND 4 ("Prefer not to answer"). ALLOW ONLY ONE SELECTION.]

TERMINATE IF RESPONDENT SELECTS 4 ("Prefer not to answer"). TERMINATE IF RESPONDENT SELECTS 1 ("Male") OR 2 ("Female") AND IT DOES NOT MATCH GENDER IN PANELIST PROFILE. ALL OTHERS GO TO S50.]

1. Male
2. Female
3. Nonbinary
4. Prefer not to answer

[NEXT PAGE]

S50. In which of the following states do you currently live?

Select only one.

[PROGRAMMER: INCLUDE DROPODOWN LIST OF STATES IN ALPHABETICAL ORDER PLUS DISTRICT OF COLUMBIA AND "None of the above." ALLOW ONLY ONE SELECTION.]

TERMINATE IF RESPONDENT SELECTS "None of the above." ALL OTHERS GO TO S60.]

[NEXT PAGE]

S60. You will now be asked some questions about the activities that you have done in the past 12 months.

Which of the following activities, if any, have you done in the past 12 months?

Select all that apply.

[PROGRAMMER: RANDOMIZE ANSWER OPTIONS EXCEPT 5 (“None of the above”) AND 6 (“Don’t know / not sure”). ALLOW MULTIPLE SELECTIONS.]

TERMINATE IF RESPONDENT DOES NOT SELECT 1 (“Shopped online”). ALL OTHERS GO TO S70.]

1. Shopped online
2. Read news online
3. Used an online social network
4. Used online banking
5. None of the above **[SINGLE PUNCH]**
6. Don’t know / not sure **[SINGLE PUNCH]**

[NEXT PAGE]

S70. You indicated that you have shopped online in the past 12 months.

Which of the following websites, if any, have you shopped on in the past 12 months?

Select one answer for each row.

[PROGRAMMER: RANDOMIZE ORDER OF ROWS. RANDOMIZE ORDER OF COLUMNS 2 (“Shopped on this website”) AND 3 (“Did not shop on this website”). REQUIRE EXACTLY ONE SELECTION PER ROW.]

	Shopped on this website	Did not shop on this website	Don’t know / not sure
Amazon.com			
Walmart.com			
Target.com			
HomeDepot.com			
BestBuy.com			
Kroger.com			
Ebay.com			
DisneyStore.com			
BoardGameBin.com			
UrbanOutpost.com			

[NEXT PAGE]

S80. Which of the following services, if any, do you currently have a membership / subscription with?

Please include memberships / subscriptions that you currently own, and memberships / subscriptions that you currently share with members of your household.

Select one answer for each row.

[PROGRAMMER: RANDOMIZE ORDER OF ROWS. ORDER OF COLUMN 2 (“Currently have this membership / subscription”) CORRESPONDS TO ORDER OF COLUMN 2 (“Shopped on this website”) IN S70. ORDER OF COLUMN 3 (“Do not currently have this membership / subscription”) CORRESPONDS TO ORDER OF COLUMN 3 (“Did not shop on this website”) IN S70. REQUIRE EXACTLY ONE SELECTION PER ROW.

TERMINATE IF RESPONDENT DOES NOT SELECT “Currently have this membership / subscription” FOR “Amazon Prime.” TERMINATE IF RESPONDENT SELECTS “Currently have this membership / subscription” FOR “eBay Premier.” ALL OTHERS GO TO S90.]

	Currently have this membership / subscription	<u>Do not</u> currently have this membership / subscription	Don't know / not sure
Amazon Prime			
Walmart+			
Sam's Club			
My Best Buy Plus			
Kroger Boost			
eBay Premier			
Netflix			
Disney+			
Uber One			
YouTube Premium			
Apple TV+			
Spotify Premium			
New York Times			
Wall Street Journal			

[NEXT PAGE]

S90. For quality control purposes, please select the “Other, please specify” option below and type the word “survey” into the space provided.

Select only one.

[PROGRAMMER: REVERSE ORDER 1 (“Strongly agree”) THROUGH 5 (“Strongly disagree”) ACROSS RESPONDENTS. ALLOW ONLY ONE SELECTION.
TERMINATE IF RESPONDENT DOES NOT SELECT 6 (“Other, please specify”) AND DOES NOT ENTER “survey” INTO TEXT BOX (NOT CASE SENSITIVE). ALLOW CLOSE MISSPELLINGS LISTED IN APPENDIX E.
ALL OTHERS GO TO STIMULUS_INTRO.]

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Other, please specify: **[TEXT BOX; DO NOT FORCE RESPONSE IF SELECTED]**

Stimulus

STIMULUS_INTRO. You have qualified to take this survey.

[PROGRAMMER: ALL GO TO A_INTRO.]

[NEXT PAGE]

A_INTRO. In what follows, we will ask you to go through a simulated process of cancelling your Amazon Prime membership.

You will begin on the Prime Central page of the simulated Amazon website where you can manage your Amazon Prime membership settings.

Please interact with the simulated website as you would if you wanted to cancel your Amazon Prime membership.

When you complete the simulation, you will be asked some questions about your experience.

Please note that this is only a simulation. Your real Amazon Prime membership will not be affected by your choices in this survey. You will not be asked to input any personal information.

The “Next” button will appear in 5 seconds.

If you have read these instructions, please select the “Other, please specify” option below and type “agree” into the space provided.

Please select one:

[PROGRAMMER: RANDOMIZE 1 (“I have read the instructions”) AND 2 (“I have not read the instructions”) ACROSS RESPONDENTS. ALLOW ONLY ONE SELECTION. DISPLAY THE “NEXT” BUTTON AFTER 5 SECONDS.

IF RESPONDENT DOES NOT SELECT 3 (“Other, please specify”) AND DOES NOT ENTER “agree” INTO THE “Other, please specify” BOX (NOT CASE SENSITIVE, ALLOWING CLOSE MISSPELLINGS LISTED IN APPENDIX E), THEN DISPLAY ERROR MESSAGE “Please re-read the instructions and try to answer again.” AFTER TWO INCORRECT SUBMISSIONS, TERMINATE RESPONDENT. ALL OTHERS GO TO B_INTRO.]

1. I have read the instructions
2. I have not read the instructions
3. Other, please specify: **[TEXT BOX; DO NOT FORCE RESPONSE IF SELECTED]**

[NEXT PAGE]

B_INTRO. Next, you will enter the Prime Central page of the simulated Amazon website where you can manage your Amazon Prime membership settings. Please navigate the simulated website as you would if you wanted to cancel your Amazon Prime membership.

Remember that that this is only a simulation. Your real Amazon Prime membership will not be affected by your choices in this survey. You will not be asked to input any personal information.

When you are ready to begin, click the “Next” button to launch the simulated website and go to the Prime Central page.

[PROGRAMMER:

DEFINE VARIABLE “Pre_flow_time_spent,” WHICH TRACKS HOW LONG RESPONDENT SPENDS IN A10, A20, A30, AND A40. IF “Pre_flow_time_spent” > 10 MINUTES, THEN RESPONDENT GOES TO E10.
START “Pre_flow_time_spent” WHEN RESPONDENT SELECTS “Next” ON THIS PAGE.

DEFINE VARIABLE “Within_flow_time_spent,” WHICH TRACKS HOW LONG RESPONDENT SPENDS IN A50, A60, A70, B50, B60, AND B70. IF “Within_flow_time_spent” > 10 MINUTES, THEN RESPONDENT GOES TO E10.

ALL GO TO A10.]

[NEXT PAGE]

A10. [PROGRAMMER: DEFINE VARIABLE “RENEWAL_DATE” = FIXED DATE 15 DAYS FROM THE DATE THE RESPONDENT TAKES THE SURVEY.

ENABLE THE FOLLOWING ELEMENTS ON THE WEBPAGE BELOW THAT DIRECT RESPONDENT TO DIFFERENT PARTS OF THE SURVEY:

1. The “End membership” button within the “Update, cancel and more” dropdown menu.
2. The “click here” link within the “How do I cancel my Amazon Prime membership and get a refund?” option in the “Need Help?” menu.
3. The “Account & Lists” button.
4. The “Account” link within the “Account & Lists” dropdown menu.
5. The “Hello” button within the “All” side panel menu.
6. The “Your Account” button within the “All” side panel menu.
7. The “Prime Membership” link within the “Account & Lists” dropdown menu.
8. The “Manage Your Prime membership” link within the “How do I cancel my Amazon Prime membership and get a refund?” option in the “Need Help?” menu.
9. The “Manage Your Prime membership” link within the “Can I get reminded before my next billing date?” option in the “Need Help?” menu.
10. The “Amazon Prime” button in the top banner.
11. The “Memberships & Subscriptions” link within the “Account & Lists” dropdown menu.
12. Other elements that can be clicked on and would direct respondent to a different page outside of the simulation.

IF RESPONDENT SELECTS 1 (“End Membership”) OR 2 (“click here”), THEN RESPONDENT GOES TO A50, SET VARIABLE “Entered_flow” = 1, STOP “Pre_flow_time_spent,” AND START “Within_flow_time_spent.”

IF RESPONDENT SELECTS 3 (“Account & Lists”), 4 (“Account”), 5 (“Hello”), OR 6 (“Your Account”), THEN RESPONDENT GOES TO A30.

IF RESPONDENT SELECTS 7 (“Prime Membership”), 8 (“Manage Your Prime membership”), OR 9 (“Manage Your Prime membership”), THEN RELOAD A10.

IF RESPONDENT SELECTS 10 (“Amazon Prime”), THEN RESPONDENT GOES TO A20.

IF RESPONDENT SELECTS 11 (“Memberships & Subscriptions”), THEN RESPONDENT GOES TO A40.

IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO RESTART_INTRO AND STOP “Pre_flow_time_spent.”]

amazon prime  Deliver to **All**  English Account & Lists Returns & Orders 

All Shopper Toolkit Health & Household Coupons Pet Supplies Amazon Basics Amazon Home Beauty & Personal Care Pharmacy Home Improvement Smart Home Amazon Launchpad Amazon Business Gift card upon approval

Prime Plan **Monthly \$14.99** Renewal Date **Aug 16, 2024** Update your payment method 

See more plans.  Check out what's included with your Prime membership 

Your Prime Exclusive Rewards

Exclusive deals for Prime members Check out our exclusive deals just for Prime members 



See more ways Prime members save 

See more offers >

Deals and promotions for Prime members  Learn more >

Prime Membership Benefits

SHIP STREAM SHOP READ MORE

FAST, FREE DELIVERY  Fast, FREE delivery on over 100 million items  Explore Prime Delivery *

Need Help?

What are the benefits included in my Prime membership? 

As an Amazon Prime member, you have access to:

- Prime Delivery: Unlimited Two-Day Shipping on over 100 million items and One-Day Shipping and Same-Day Delivery in over 10,000 cities and towns as well as 2-Hour Delivery with Prime Now in select cities.
- Prime Video: Unlimited streaming of Movies, TV shows, and Amazon Originals
- Amazon Music: Over two million songs, always ad-free and on-demand
- Exclusive Deals and offers, just for Prime members
- and much more. [Click here to see all your Prime benefits.](#)

Share your Prime Benefits

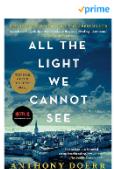
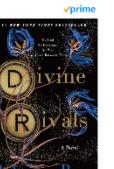
Manage Your Household 

Manage Your Household 

Learn More

Explore Prime Reading

New in Prime Reading 

The Housemaid   All the Light We Cannot See   The Hunger Games: The Ballad of...   Divine Rivals: A Novel   Crave  

A20. [PROGRAMMER: ENABLE THE FOLLOWING ELEMENTS ON THE WEBPAGE BELOW THAT DIRECT RESPONDENT TO DIFFERENT PARTS OF THE SURVEY:

1. The “Account & Lists” button.
2. The “Account” link within the “Account & Lists” dropdown menu.
3. The “Hello” button within the “All” side panel menu.
4. The “Your Account” button within the “All” side panel menu.
5. The “Memberships & Subscriptions” link within the “Account & Lists” dropdown menu.
6. The “Prime Membership” link within the “Account & Lists” dropdown menu.
7. The “Amazon Prime” button in the top banner.
8. Other elements that can be clicked on and would direct respondent to a different page outside of the simulation.

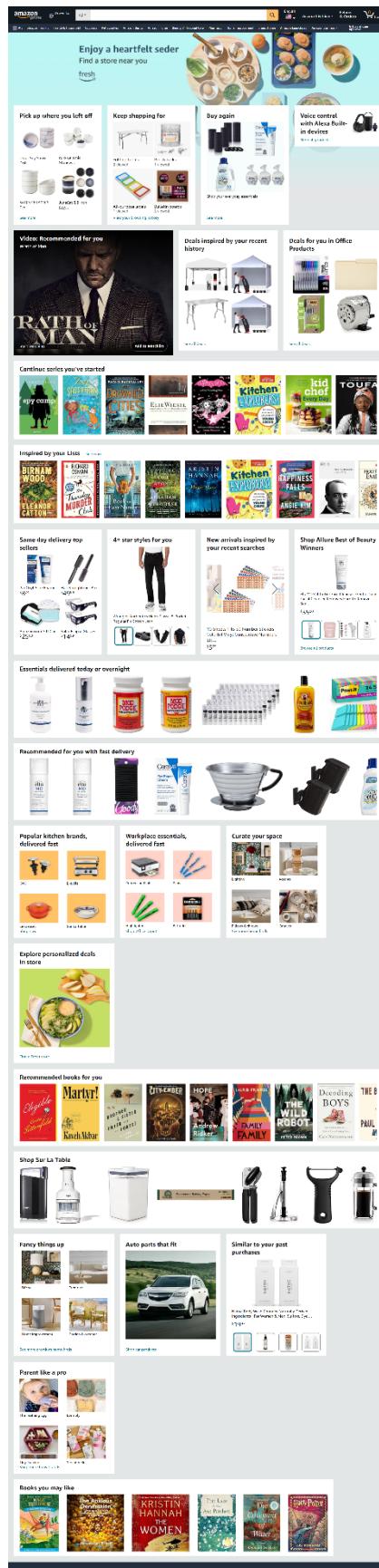
IF RESPONDENT SELECTS 1 (“Account & Lists”), 2 (“Account”), 3 (“Hello”), OR 4 (“Your Account”), THEN RESPONDENT GOES TO A30.

IF RESPONDENT SELECTS 5 (“Memberships & Subscriptions”), THEN RESPONDENT GOES TO A40.

IF RESPONDENT SELECTS 6 (“Prime Membership”), THEN RESPONDENT GOES TO A10.

IF RESPONDENT SELECTS 7 (“Amazon Prime”), THEN RELOAD A20.

IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO RESTART_INTRO AND STOP “Pre_flow_time_spent.”]



A30. [PROGRAMMER: ENABLE THE FOLLOWING ELEMENTS ON THE WEBPAGE BELOW THAT DIRECT RESPONDENT TO DIFFERENT PARTS OF THE SURVEY:

1. The “Account & Lists” button.
2. The “Account” link within the “Account & Lists” dropdown menu.
3. The “Hello” button within the “All” side panel menu.
4. The “Your Account” button within the “All” side panel menu.
5. The “Prime Membership” link within the “Account & Lists” dropdown menu.
6. The “Prime” button under the “Your Account” header.
7. The “Memberships & Subscriptions” link within the “Account & Lists” dropdown menu.
8. The “Other subscriptions” link under the “Memberships and subscriptions” heading.
9. The “Amazon Prime” button in the top banner.
10. Other elements that can be clicked on and would direct respondent to a different page outside of the simulation.

IF RESPONDENT SELECTS 1 (“Account & Lists”), 2 (“Account”), 3 (“Hello”), OR 4 (“Your Account”), THEN RELOAD A30.

IF RESPONDENT SELECTS 5 (“Prime Membership”) OR 6 (“Prime”), THEN RESPONDENT GOES TO A10.

IF RESPONDENT SELECTS 7 (“Memberships & Subscriptions”) OR 8 (“Other subscriptions”), THEN RESPONDENT GOES TO A40.

IF RESPONDENT SELECTS 9 (“Amazon Prime”), THEN RESPONDENT GOES TO A20.

IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO RESTART_INTRO AND STOP “Pre_flow_time_spent.”]

amazon prime  All  English  Account & Lists  Returns & Orders  Gift card upon approval

Your Account

 **Your Orders**
Track, return, or buy things again

 **Login & security**
Edit login, name, and mobile number

 **Prime**
View benefits and payment settings

 **Gift cards**
View balance, redeem, or reload cards

 **Your Payments**
View all transactions, manage payment methods and settings

 **Your Profiles**
Manage, add, or remove user profiles for personalized experiences

 **Digital Services and Device Support**
Troubleshoot device issues

 **Your Messages**
View messages to and from Amazon, sellers, and buyers

 **Archived orders**
View and manage your archived orders

 **Your Lists**
View, modify, and share your lists, or create new ones

 **Customer Service**

Ordering and shopping preferences

[Your addresses](#)
[Your Payments](#)
[Your Transactions](#)
[Your Amazon profile](#)
[Download order reports](#)
[1-Click settings](#)
[Amazon Fresh settings](#)
[Language preferences](#)
[Manage saved IDs](#)
[Coupons](#)
[Product Vouchers](#)
[VAT registration number](#)

Digital content and devices

[All things Alexa](#)
[Manage content and devices](#)
[Manage Digital Delivery](#)
[Your apps](#)
[Prime Video settings](#)
[Amazon Music settings](#)
[Manage Amazon Drive and photos](#)
[Twitch settings](#)
[Audible settings](#)
[Amazon Coins](#)
[Digital gifts you've received](#)
[Digital and device forum](#)
[Comixology settings](#)
[Online Learning](#)

Memberships and subscriptions

[Kindle Unlimited](#)
[Prime Video Channels](#)
[Music Unlimited](#)
[Subscribe & Save](#)
[Amazon Kids+](#)
[Audible membership](#)
[Your Essentials](#)
[Magazine subscriptions](#)
[Other subscriptions](#)

Communication and content

[Email subscriptions](#)
[Advertising preferences](#)
[Communication preferences](#)
[Shipment updates via text](#)
[Alexa shopping notifications](#)
[Deals Notifications](#)
[Videos you've uploaded](#)
[Purchase Reminders](#)

Shopping programs and rentals

[Third Party Credit Card Installment](#)
[Manage your Profiles](#)
[Rentals by Amazon](#)
[Amazon Household](#)
[Shop the Kids' Store by age](#)
[No-Rush rewards summary](#)
[Teens Program](#)
[Pet Profiles](#)
[Shop with Points](#)
[Amazon Second Chance](#)

Other programs

[Account Linking](#)
[Amazon credit cards](#)
[Your seller account](#)
[Login with Amazon](#)
[Amazon Pay](#)
[Manage your trade-ins](#)
[Amazon Business registration](#)
[Amazon Web Services](#)
[Amazon tax exemption program](#)
[Store Analytics](#)
[Your Interests](#)

Data and Privacy

[Request Your Information](#)
[Close Your Amazon Account](#)
[Privacy Notice](#)

A40. [PROGRAMMER: ENABLE THE FOLLOWING ELEMENTS ON THE WEBPAGE BELOW THAT DIRECT RESPONDENT TO DIFFERENT PARTS OF THE SURVEY:

1. The “Account & Lists” button.
2. The “Account” link within the “Account & Lists” dropdown menu.
3. The “Hello” button within the “All” side panel menu.
4. The “Your Account” button within the “All” side panel menu.
5. The “Memberships & Subscriptions” link within the “Account & Lists” dropdown menu.
6. The “Prime Membership” link within the “Account & Lists” dropdown menu.
7. The “Prime Membership Settings” button.
8. The “more.” link.
9. The “Amazon Prime” button in the top banner.
10. Other elements that can be clicked on and would direct respondent to a different page outside of the simulation.

IF RESPONDENT SELECTS 1 (“Account & Lists”), 2 (“Account”), 3 (“Hello”), OR 4 (“Your Account”), THEN RESPONDENT GOES TO A30.

IF RESPONDENT SELECTS 5 (“Memberships & Subscriptions”), THEN RELOAD A40.

IF RESPONDENT SELECTS 6 (“Prime Membership”), 7 (“Prime Membership Settings”), OR 8 (“more.”), THEN RESPONDENT GOES TO A10.

IF RESPONDENT SELECTS 9 (“Amazon Prime”), THEN RESPONDENT GOES TO A20.

IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO RESTART_INTRO AND STOP “Pre_flow_time_spent.”]

amazon prime  All  English  Account & Lists  Returns & Orders  Cart

All Shopper Toolkit Health & Household Coupons Pet Supplies Amazon Basics Amazon Home Beauty & Personal Care Pharmacy Home Improvement Smart Home Amazon Launchpad Amazon Business 

Your Memberships & Subscriptions Help

Your Memberships & Subscriptions

View: [Current Subscriptions](#) Sort by: [Featured](#)

Showing 1 to 1 of 1 subscriptions

 Amazon Prime Includes Prime Delivery, Prime Video, Prime Music and more.	\$14.99 / Month Renews on August 16, 2024 Payment history	Payment method  Visa ending in 2759 Change Changes to this payment method also updates your payment method for recurring ad free and all Prime Video Channel subscriptions.	Prime Membership Settings
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Don't see your subscription? Take me to my...

 Kindle Newsstand
Subscription Manager

 Subscribe & Save

 Audible Audiobooks

 Your Orders

 One Medical membership for Prime members

 Prime Video

Have a question about your subscription? [Contact us](#)

A50. [PROGRAMMER: ENABLE THE FOLLOWING ELEMENTS ON THE WEBPAGE BELOW THAT DIRECT RESPONDENT TO DIFFERENT PARTS OF THE SURVEY]:

1. The “Continue To Cancel” button.
2. The “Keep My Benefits” button.
3. The “Your Account” link.
4. The “Manage Your Prime Membership” link.
5. All the enabled elements on the top bar that starts with “Amazon Prime.”
6. All the enabled elements on the top bar that starts with “All.”
7. The “Remind Me Later” button.
8. The “today’s deals” link.
9. The “clicking here” link.
10. The “Start listening now!” link.

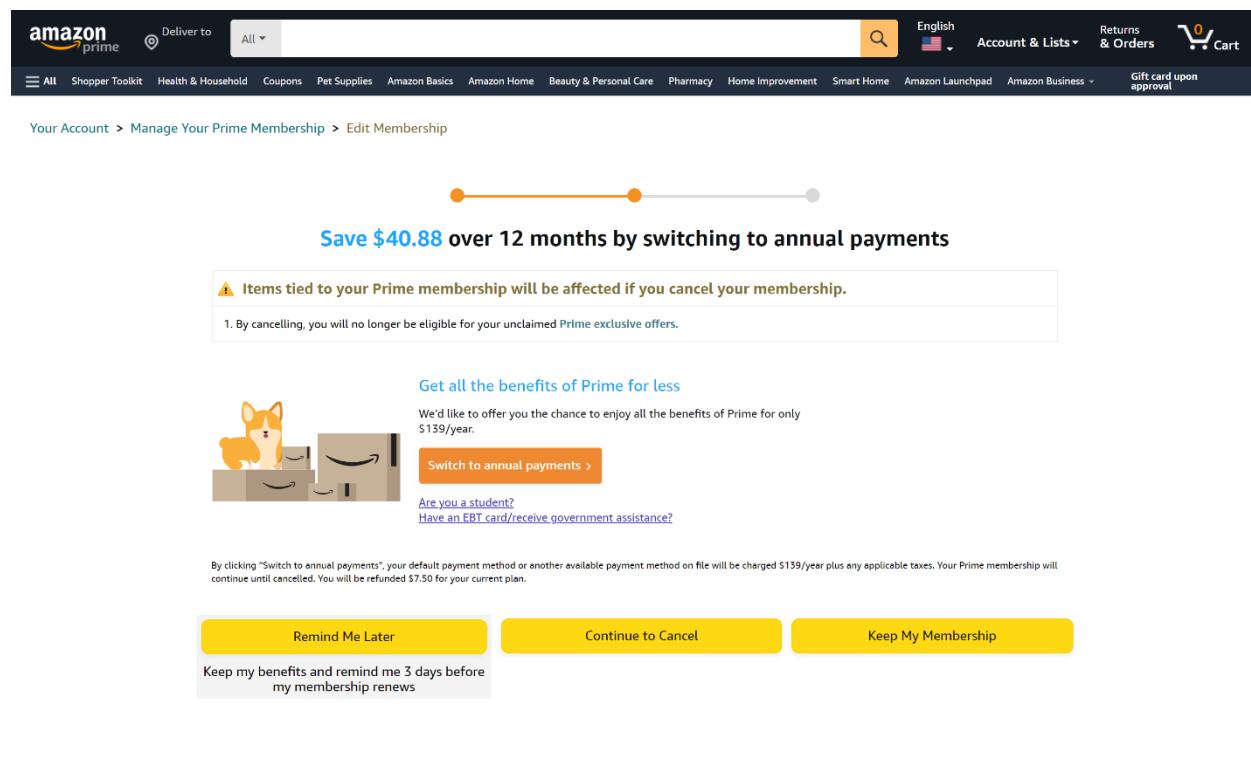
IF RESPONDENT SELECTS 1 (“Continue To Cancel”), THEN RESPONDENT GOES TO A60.

IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO RESTART_INTRO AND STOP “Within_flow_time_spent.”]

The screenshot shows the Amazon Prime membership page. At the top, there's a navigation bar with links for 'All', 'Shopper Toolkit', 'Health & Household', 'Coupons', 'Pet Supplies', 'Amazon Basics', 'Amazon Home', 'Beauty & Personal Care', 'Pharmacy', 'Home Improvement', 'Smart Home', 'Amazon Launchpad', 'Amazon Business', and 'Gift card upon approval'. The main content area is titled 'Edit Membership'. It features a timeline with three dots: an orange dot (selected), a grey dot, and a grey dot. Below the timeline, a message reads: 'Thank you for being a member with us. Take a look back at your journey with Prime.' A section titled 'Your benefit usage' shows statistics: 'You still have 15 days left to enjoy your Prime benefits until the next billing cycle'. It lists three categories: 'Packages shipped for free with Prime Delivery. Start shopping today's deals!', 'Movies and TV shows watched with Prime Video. You can start watching videos by clicking here!', and 'Songs listened to with Amazon Music Prime. Start listening now!'. A note at the bottom states: 'Does not include Add-On subscription usage from Amazon Music Unlimited Plan, and Prime Video Rentals or channel subscriptions.' At the bottom of the page, there are three buttons: 'Remind Me Later' (highlighted in yellow), 'Continue To Cancel' (highlighted in yellow), and 'Keep My Benefits' (highlighted in yellow). A note below the 'Remind Me Later' button says: 'Keep my benefits and remind me 3 days before my membership renews'.

A60. [PROGRAMMER: ENABLE THE FOLLOWING ELEMENTS ON THE WEBPAGE BELOW THAT DIRECT RESPONDENT TO DIFFERENT PARTS OF THE SURVEY:]

1. The “Continue to Cancel” button.
2. The “Keep My Membership” button.
3. The “Your Account” link.
4. The “Manage Your Prime Membership” link.
5. All the enabled elements on the top bar that starts with “Amazon Prime.”
6. All the enabled elements on the top bar that starts with “All.”
7. The “Remind Me Later” button.
8. The “Switch to annual payments >” button.
9. The “Are you a student?” link.
10. The “Have an EBT card/receive government assistance?” link.
11. The “Prime exclusive offers” link.

IF RESPONDENT SELECTS 1 (“Continue to Cancel”), THEN RESPONDENT GOES TO A70.**IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO RESTART_INTRO AND STOP “Within_flow_time_spent.”]**

A70. [PROGRAMMER: ENABLE THE FOLLOWING ELEMENTS ON THE WEBPAGE BELOW THAT DIRECT RESPONDENT TO DIFFERENT PARTS OF THE SURVEY:

1. The “End on [[RENEWAL_DATE]]” button.
2. The “End Now” button.
3. The “Pause on [[RENEWAL_DATE]]” button.
4. The “Keep My Membership” button.
5. The “Your Account” link.
6. The “Manage Your Prime Membership” link.
7. All the enabled elements on the top bar that starts with “Amazon Prime.”
8. All the enabled elements on the top bar that starts with “All.”
9. The “Remind Me Later” button.
10. The “View everything included in Prime” link.
11. The “Prime exclusive offers.” link under the “Pause your Prime membership” heading.
12. The “Prime exclusive offers.” link under the “Cancel your Prime membership” heading.
13. The “Click here” link.
14. The “Learn More” link.

IF RESPONDENT SELECTS ANY ELEMENT, STOP “Within_flow_time_spent.”

IF RESPONDENT SELECTS 1 (“End on [[RENEWAL_DATE]]”), THEN RESPONDENT GOES TO E10, SET VARIABLE “Selected_end_on” = 1, AND SET VARIABLE “Completed_flow” = 1.

IF RESPONDENT SELECTS 2 (“End Now”), THEN RESPONDENT GOES TO E10, SET VARIABLE “Selected_end_now” = 1, AND SET VARIABLE “Completed_flow” = 1.

IF RESPONDENT SELECTS 3 (“Pause on [[RENEWAL_DATE]]”), THEN RESPONDENT GOES TO E10, SET VARIABLE “Selected_pause” = 1, AND SET VARIABLE “Completed_flow” = 1.

IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO RESTART_INTRO]

The screenshot shows the Amazon Prime membership cancellation interface. At the top, the Amazon header includes the Prime logo, delivery options, a search bar, language selection (English), account links (Account & Lists, Returns & Orders), and a cart icon. The main content area is titled "Edit Membership" under "Manage Your Prime Membership". A large orange progress bar at the top indicates the user is at the final step of the cancellation process. The central message reads: "We're sorry to see you go. Please confirm the cancellation of your membership." Below this, a sub-section titled "You could also consider the following:" lists two options: "Remind Me Later" (with a reminder three days before renewal) and "Keep My Membership" (with a link to view everything included in Prime). Further down, a section titled "Pause your Prime membership:" contains a warning about paused items and a link to view offers. It offers to "Pause on August 16, 2024" (with a "Learn More" link). Another section titled "Cancel your Prime membership:" also contains a warning and a link to view offers. It offers to "End on August 16, 2024" (with a "Learn More" link) or "End Now" (with a "Learn More" link). A large black redaction box covers the bottom portion of the page content.

Restart Instructions and Additional Stimulus Pages

RESTART_INTRO. You have made a selection that ends the simulation without canceling your Amazon Prime membership in the simulation.

Next, you will re-enter the simulation of the Amazon website starting on the last page you visited. Please navigate the simulated website as you would if you wanted to cancel your Amazon Prime membership.

Remember that this is only a simulation. Your real Amazon Prime membership will not be affected by your choices in this survey. You will not be asked to input any personal information.

When you are ready to begin, click the “Next” button to return to the simulated website on the last page you visited.

[PROGRAMMER:

DEFINE VARIABLE “Pre_flow_additional_instructions,” WHICH IS THE NUMBER OF TIMES RESPONDENT IS SHOWN RESTART_INTRO FROM A10, A20, A30, OR A40, AND SELECTS THE “NEXT” BUTTON IN RESTART_INTRO.

DEFINE VARIABLE “Within_flow_additional_instructions,” WHICH IS THE NUMBER OF TIMES RESPONDENT IS SHOWN RESTART_INTRO FROM A50, A60, OR A70, AND SELECTS THE “NEXT” BUTTON IN RESTART_INTRO.

IF RESPONDENT IS SHOWN RESTART_INTRO FROM A10, A20, A30, OR A40, AND SELECTS THE “Next” ON THIS PAGE, THEN START “Pre_flow_time_spent” AND RESPONDENT GOES TO THE SAME PAGE OF THE STIMULUS THEY VIEWED BEFORE RESTART_INTRO.

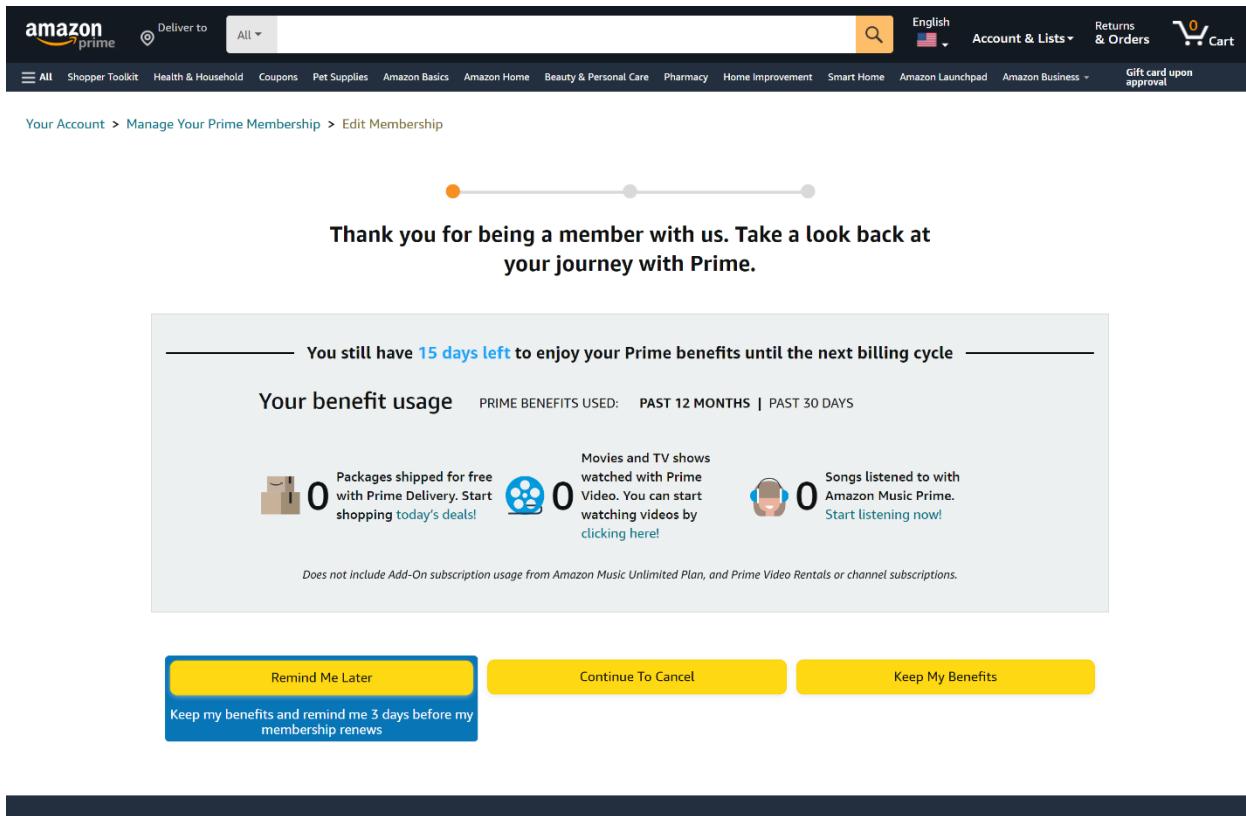
IF RESPONDENT IS SHOWN RESTART_INTRO FROM A50, A60, OR A70, AND RESPONDENT SELECTS “Next” ON THIS PAGE, THEN START “Within_flow_time_spent” AND RESPONDENT GOES TO B50 IF THEY PREVIOUSLY VIEWED A50; RESPONDENT GOES TO B60 IF THEY PREVIOUSLY VIEWED A60; OR RESPONDENT GOES TO B70 IF THEY PREVIOUSLY VIEWED A70.]

[NEXT PAGE]

B50. [PROGRAMMER: ENABLE THE SAME ELEMENTS AS A50.]

IF RESPONDENT SELECTS 1 (“Continue To Cancel”), THEN RESPONDENT GOES TO B60.

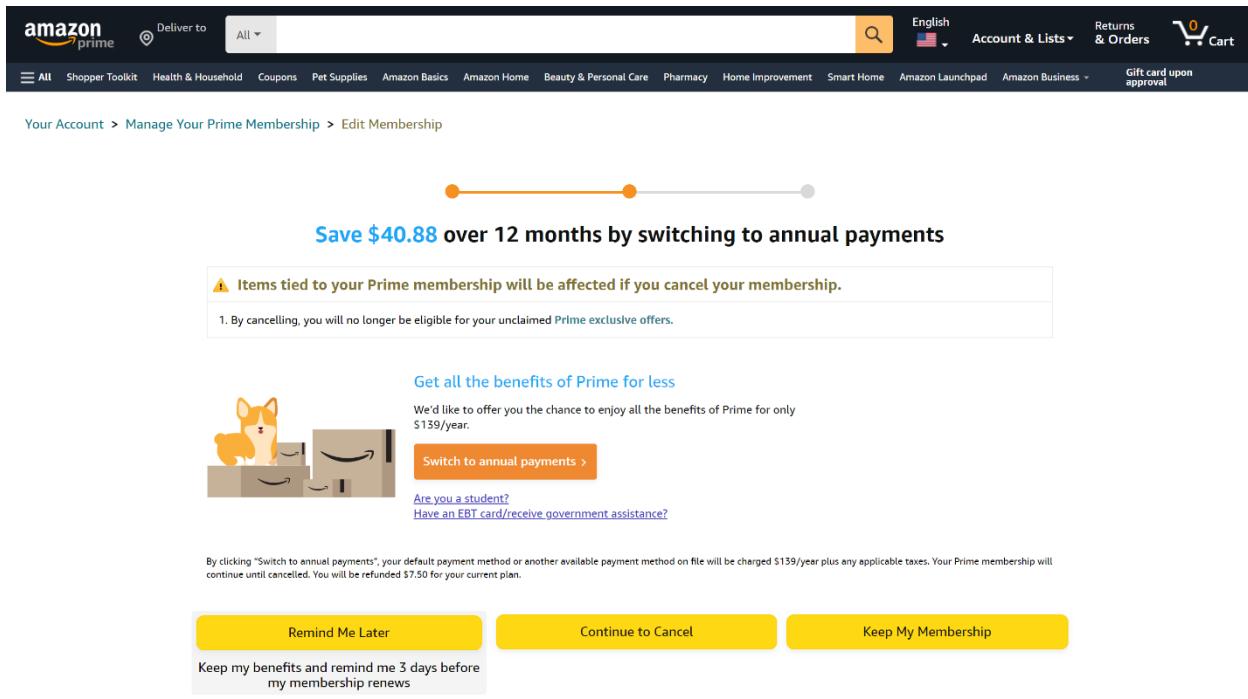
**IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO E10 AND STOP
“Within_flow_time_spent.”]**

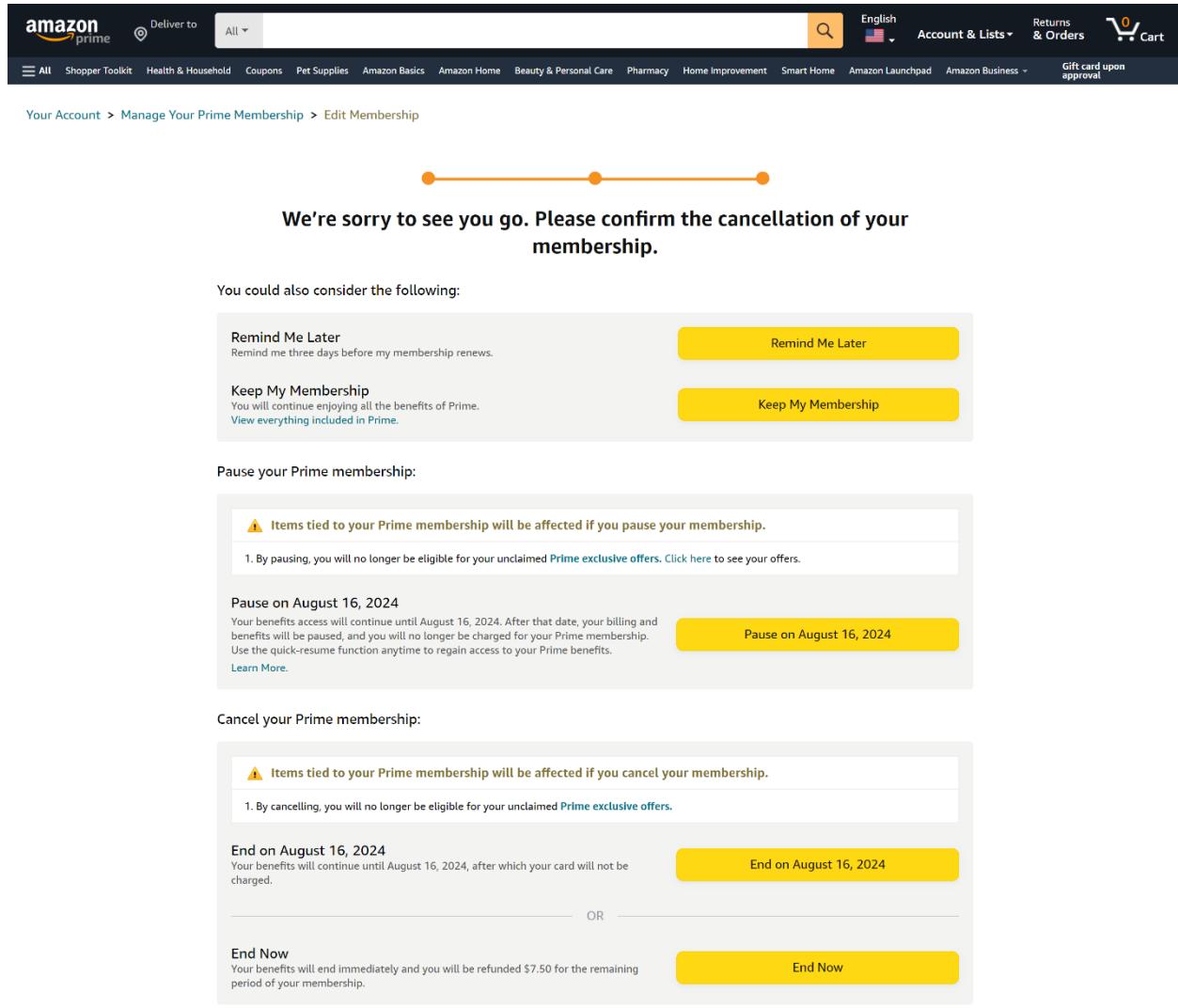


B60. [PROGRAMMER: ENABLE THE SAME ELEMENTS AS A60.]

IF RESPONDENT SELECTS 1 (“Continue to Cancel”), THEN RESPONDENT GOES TO B70.

**IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO E10 AND STOP
“Within_flow_time_spent.”]**



B70. [PROGRAMMER: ENABLE THE SAME ELEMENTS AS A70.]**IF RESPONDENT SELECTS ANY ELEMENT, STOP "Within_flow_time_spent."****IF RESPONDENT SELECTS 1 ("End on [[RENEWAL_DATE]]"), THEN RESPONDENT GOES TO E10, SET VARIABLE "Selected_end_on" = 1, AND SET VARIABLE "Completed_flow" = 1.****IF RESPONDENT SELECTS 2 ("End Now"), THEN RESPONDENT GOES TO E10, SET VARIABLE "Selected_end_now" = 1, AND SET VARIABLE "Completed_flow" = 1.****IF RESPONDENT SELECTS 3 ("Pause on [[RENEWAL_DATE]]"), THEN RESPONDENT GOES TO E10, SET VARIABLE "Selected_pause" = 1, AND SET VARIABLE "Completed_flow" = 1.****IF RESPONDENT SELECTS ANY OTHER ELEMENT, THEN RESPONDENT GOES TO E10.]**

E10. This completes the survey. Thank you for your participation!

Cancellation Survey Survey Screenshots

0%

Thank you for agreeing to participate in this survey. Please take a few moments to answer our questions.

This survey will take approximately 10 minutes to complete. Please take the survey in one session without interruption. While taking the survey, please answer all questions on your own without consulting any other source of information (including websites, books, or another person).

If you normally wear eyeglasses or contact lenses when viewing a computer screen, please wear them for the survey.

For each question, if you don't know or if you don't have an answer, please don't guess. Just select the "Don't know / not sure" option and click "Next" to proceed.

Your responses will be treated confidentially and will not be used to sell you anything.

Next »

S1.

To confirm that you are a person, please enter the code exactly as it appears in the image below, and then click the "Next" button.

Please do not include any spaces.

TH9Ts

Next »

First, please answer a few short questions to determine whether you qualify for the survey.

Next »

S10.

Which type of device are you using to take this survey?

Select only one.

A desktop computer

A tablet (for example, Apple iPad, Samsung Galaxy Tab, Amazon Fire, or similar)

A laptop/notebook computer

A smartphone (for example, Apple iPhone, Google Pixel, Samsung Galaxy, or similar)

A TV-based browser or video game console (for example, Apple TV, Microsoft Xbox, Sony PlayStation, or similar)

An eBook reading device (for example, Kindle, Kobo, Nook, or similar)

Other, please specify:

4%

Next »

S20.

Do you, or does any member of your household, currently work for any of the following?

Select all that apply.

An advertising or public relations company, marketing agency, or advertising department of a company

A brokerage company (for example, Fidelity or Charles Schwab)

A retailer (for example, Amazon or Walmart)

A car manufacturer (for example, Ford or Toyota)

A healthcare company or healthcare provider (for example, Cigna or UnitedHealth Group)

A market research firm or a marketing research department of a company

None of the above

[Next »](#)

S30.

13%

Which of the following includes your age?

Select only one.

Under 18

18 - 34

35 - 49

50 - 64

65 or older

Prefer not to answer

Next »

S40.

What is your gender?

Select only one.

Male

Female

Nonbinary

Prefer not to answer

17%

Next »

S50.

In which of the following states do you currently live?

Select only one.

Select one... ▾

Next »

The screenshot shows a survey interface with a blue header bar. The main content area has a light gray background. At the top, a question asks about current residence in a list of states. Below the question is a note to select only one. A dropdown menu is open, showing the placeholder "Select one...". At the bottom of the screen, there is a blue footer bar with the text "Next »".

S60.

25%

You will now be asked some questions about the activities that you have done in the past 12 months.

Which of the following activities, if any, have you done in the past 12 months?

Select all that apply.

Shopped online
 Used an online social network
 Read news online
 Used online banking
 None of the above
 Don't know / not sure

[Next »](#)

S70.

29%

You indicated that you have shopped online in the past 12 months.

Which of the following websites, if any, have you shopped on in the past 12 months?

Select one answer for each row.

	Shopped on this website	Did not shop on this website	Don't know / not sure
Walmart.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HomeDepot.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BestBuy.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ebay.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Target.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UrbanOutpost.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kroger.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DisneyStore.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BoardGameBin.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Next »](#)

S80.

34%

Which of the following services, if any, do you currently have a membership / subscription with?

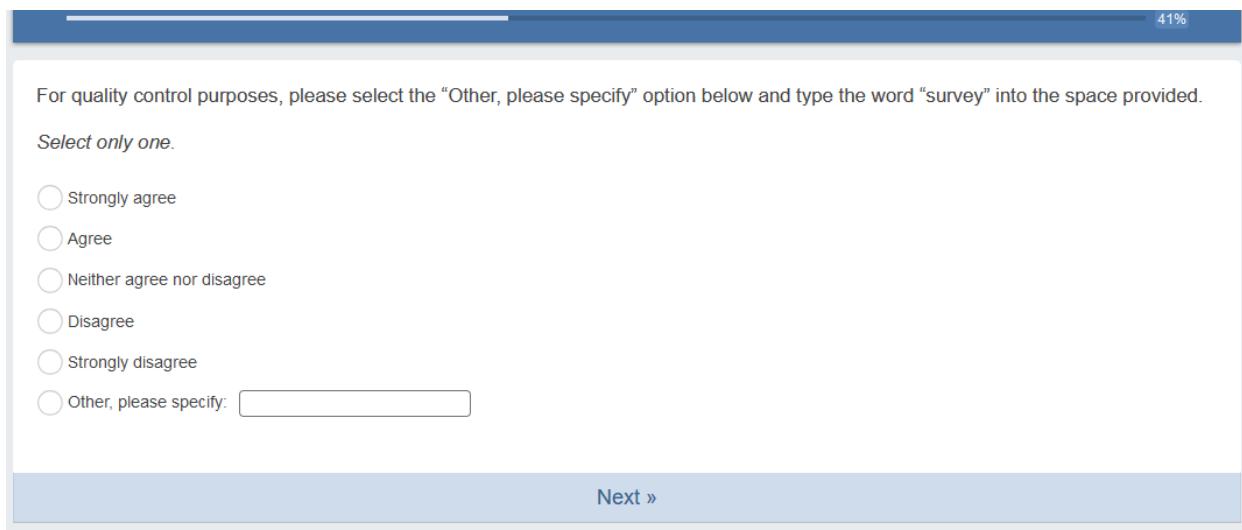
Please include memberships / subscriptions that you currently own, and memberships / subscriptions that you currently share with members of your household.

Select one answer for each row.

	Currently have this membership / subscription	Do not currently have this membership / subscription	Don't know / not sure
Uber One	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon Prime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wall Street Journal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube Premium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walmart+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My Best Buy Plus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Netflix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kroger Boost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disney+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple TV+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New York Times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sam's Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify Premium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eBay Premier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next »

S90.



For quality control purposes, please select the "Other, please specify" option below and type the word "survey" into the space provided.

Select only one.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Other, please specify:

Next »

STIMULUS_INTRO.



A_INTRO.

In what follows, we will ask you to go through a simulated process of cancelling your Amazon Prime membership.

You will begin on the Prime Central page of the simulated Amazon website where you can manage your Amazon Prime membership settings.

Please interact with the simulated website as you would if you wanted to cancel your Amazon Prime membership.

When you complete the simulation, you will be asked some questions about your experience.

Please note that this is only a simulation. Your real Amazon Prime membership will not be affected by your choices in this survey. You will not be asked to input any personal information.

The “Next” button will appear in 5 seconds.

If you have read these instructions, please select the “Other, please specify” option below and type “agree” into the space provided.

Please select one:

I have read the instructions
 I have not read the instructions
 Other, please specify:

[Next »](#)

B_INTRO.¹

59%

Next, you will enter the Prime Central page of the simulated Amazon website where you can manage your Amazon Prime membership settings. Please navigate the simulated website as you would if you wanted to cancel your Amazon Prime membership.

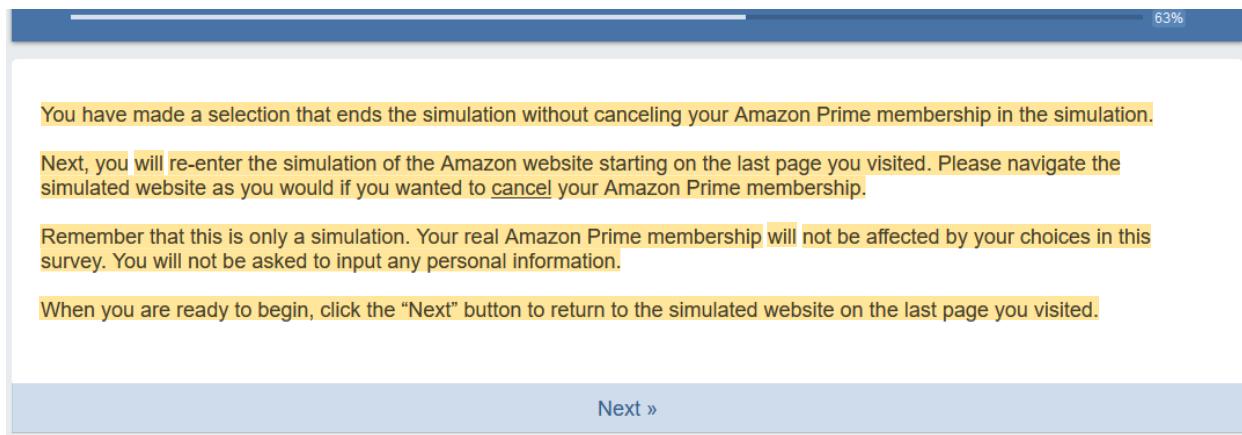
Remember that this is only a simulation. Your real Amazon Prime membership will not be affected by your choices in this survey. You will not be asked to input any personal information.

When you are ready to begin, click the "Next" button to launch the simulated website and go to the Prime Central page.

Next »

¹ Following **B_INTRO**, respondents entered the Cancellation Stimulus. For screenshot images of the Cancellation Stimulus, see **Appendix F.4**.

RESTART_INTRO.²



63%

You have made a selection that ends the simulation without canceling your Amazon Prime membership in the simulation.

Next, you will re-enter the simulation of the Amazon website starting on the last page you visited. Please navigate the simulated website as you would if you wanted to cancel your Amazon Prime membership.

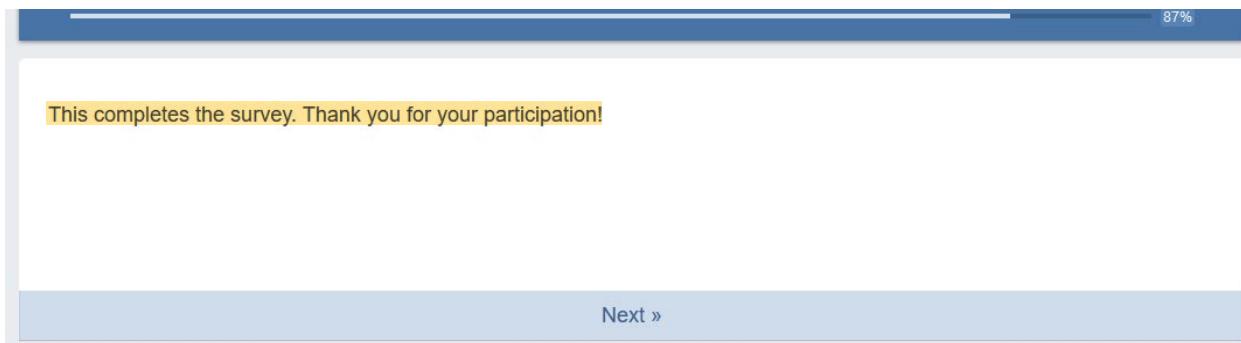
Remember that this is only a simulation. Your real Amazon Prime membership will not be affected by your choices in this survey. You will not be asked to input any personal information.

When you are ready to begin, click the "Next" button to return to the simulated website on the last page you visited.

Next »

² Following **RESTART_INTRO**, respondents entered the Cancellation Stimulus. For screenshot images of the Cancellation Stimulus, see **Appendix F.4**.

E10.



This completes the survey. Thank you for your participation!

Next »